

PRESS RELEASES

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Ecolab Introduces New Blue Coral® Foaming Fragrances for the Car Wash Industry

Consumer Preferred Fragrances Enhance the Car Wash Experience and Provide Added Value

ST. PAUL, Minn.--(BUSINESS WIRE)-- Ecolab Inc. today introduced its new Blue Coral® Foaming Fragrances, a unique line of air fresheners for the car wash environment that enhance the wash experience. Designed for the full-serve and express exterior conveyor professional car washes, the new fragrances were developed to provide additional consumer value and a point of differentiation for operators.

Today's car wash consumers appreciate getting more value for the money they spend, and providing them the best overall experience is part of delivering that value. Car wash owner / operators using Blue Coral Foaming Fragrances report the new Ecolab fragrance products help set their wash apart from their competitors and give the consumers the heightened experience and value they are looking for.

The foaming fragrances introduce a new product category for Ecolab Vehicle Care, designed to fill a gap identified through ongoing industry research. Ecolab partnered with leading fragrance experts and industry consumers to zero in on four spa-like fragrances that signal a sense of 'clean' to consumers: pomelo leaves, green tea, water lily pear and citrus splash.

This new product line further supports Ecolab's well established business model. "Ecolab Vehicle Care works with our customers to help drive their revenues and increase profitability," said Steve Nichols, vice president and general manager of Ecolab Vehicle Care. "We're excited to launch Blue Coral Foaming Fragrances to help operators differentiate their wash operation, provide added value to their customers and drive repeat purchases."

The product also comes with the support of Ecolab's marketing program that gives operators customizable merchandising and promotional materials, such as windscreens, interior signs, consumer handouts and more.

With sales of \$6 billion and more than 26,000 associates, Ecolab Inc. (NYSE: ECL) is the global leader in cleaning, sanitizing, food safety and infection prevention products and services. Ecolab delivers comprehensive programs and services to the foodservice, food and beverage processing, healthcare and hospitality and vehicle care markets in more than 160 countries. More news and information is available at www.ecolab.com.

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